



January 2004

CHANGING OUT AT EGAN

Would you like to have your product on display at the Egan Center in Anchorage during Fur Rendezvous and Iditarod Race Start? The Made in Alaska products display at the Egan Center will be updated in February. **If you would like to have your product on display**, please call Judy Hargis, Alaska Department of Community & Economic Development, at 269-4565 and ask for a copy of the "Alaska Products Display Request – Egan Center Display."

CALENDAR ENCLOSED

The middle section of this newsletter contains our 2004 Made In Alaska Calendar of Events indicating shows, fairs, bazaars and other activities that allow the sale of Made In Alaska products or are informative and of potentially high interest to our permit holders. We will run updates in subsequent issues of *Bear Necessities*. Let us know of any additions or corrections by emailing the information to madeinalaska@anchoragemarkets.com or faxing it to 272-5635.

DOOR DECALS AVAILABLE

We now have available FREE door decals for our retailers and permit holders to use on glass doors and windows. Decals are 6" x 6" and the sticky is on the front to allow you to put it inside to be seen from the outside. Should you need it seen either way, put a sticky back on the back of a sticky front...order one of each. Order form for this decal and other FREE point of sale items is on page 3 of this publication.

2004 WORKSHOPS

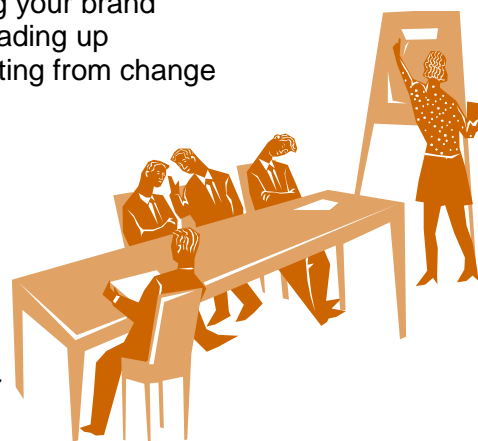
The 2004 Made In Alaska Workshops are scheduled and one will soon be held in your area. **SCHEDULE IS LISTED ON PAGE 3!**

Theme of the workshops this year is "MARKETING TO ALASKANS" and will cover many of the methods that can be used to market to our fellow Alaskans and tourists, along with estimates of costs and how to judge the effectiveness of your marketing effort. Representatives of the local media will be invited to participate in the workshops and explain what they offer in your local area, how to "build" an effective advertisement for their station or paper and what a typical media campaign will cost. Rates for other major Alaska cities will be provided.

This year we will again be joined by representatives from the Alaska Manufacturers Association and others to present an informative four hour workshop that is **FREE** to participants. We will cover the following subjects in the workshop, but, as always, will tailor the workshop to meet the needs and interest of those attending.

- Made In Alaska Program Highlights
- Identifying and building your brand
- Consumer trends — trading up
- Welcoming and benefiting from change
- Marketing basics
- Direct Mail
- Public relations
- Print ads
- Radio & Television

The workshops are open to all who wish to attend and are targeted at Made In Alaska permit holders, retailers and other small Alaska businesses.



There is no charge for workshop but we ask that reservations be made by calling the Made In Alaska office at 272-5634 or via email. Also, we ask that permit holders bring samples of their products and everyone bring samples of their printed marketing materials and logos.

RESERVATIONS 272-5634

madeinalaska@anchoragemarkets.com



WELCOME NEW PERMIT HOLDERS



Smoked Alaska

Alan (Al) Bean
Wasilla 376-3983
albean@mtaonline.net
Wholesale - Yes
Permit #5417 for:
Alaska Smoked And
Plain Salmon Jars
And Foil Pouches

Pearson Enterprises

Julie Pearson
Anderson 582-2610
Wholesale - No
Permit #5419 for:
Beaded Antlers
Permit #5420 for:
Moosehide Leather
Pillows
Permit #5421 for:
Alaska Stained Glass

The Sawdust Gallery

Cheryl Lewis
Anchorage 333-0592
cherl1947@aol.com
Wholesale - No
Permit #5422 for:
Woodcrafts

Alaska Grilling Alder

James Miner
Anchorage 522-5596
james.miner@acsalaska.net
www.alaskagrillingalder.com
Wholesale - Yes
Permit #5423 for:
Alaska Grown Alder Made
Into Grilling Planks

Dixie's Kitchen Drawer

Dixie Nugent
Kenai 283-0802
dfarmer@ptialaska.net
Wholesale - Yes
Permit #5424 for:
Stainless Steel Bar For Washing
Fish And Cooking Odors Off
Hands.
'Fresh Paws For Staanky
Hands'

Karen Hessert
Chugiak 351-0129
bhessert@arctic.net
Wholesale - Yes
Permit #5425 for:
Knit Hats With Logos

Wolfhill Studios

Viki Faber
Delta Junction 895-4002
viki@wildak.net
www.wolfhillstudios.com
Wholesale - No
Permit #5426 for:
Beadwork

Alaskan Thumbnail Sketch

Allan Gough
North Pole 488-5899
gough@alaska.com
www.northpoleart.com
Wholesale - Yes
Permit #5427 for:
Alaskan Themed Prints
And Notecards

Alaskan Aloha

Patricia Langman
Ketchikan 247-3837
alaskan_aloha@yahoo.com
Wholesale - No
Permit #5428 for:
Hawaiian Style Shirts

Bead Creations

Anna Annicelli
Ketchikan 247-3731
Wholesale - No
Permit #5429 for:
Hand Crafted Beaded
Jewelry And Art Objects

Fair Trade Teas

Sarah Scarborough
Talkeetna 773-3032
sarah@fairtradeteas.com
www.fairtradeteas.com
Wholesale - Yes
Permit #5430 for:
'Firepot Chai':
A Hand Blended
Indian Spiced Tea

Kodiak Studios

Jim Dillard

Kodiak 486-4607

Wholesale - No
Permit #5431 for:
Woodcarving Replicas Of
Historic Alaska Masks, Tools,
Bowls, Weapons And More!

Borealis Maps

Dana Orlosky
Anchorage 277-7939
dorlosky@gci.net
Wholesale - Yes
Permit #5432 for:
Maps Of Various Areas
In Alaska

J/V Bird Feeders

James Groves
Fairbanks 457-2467
Wholesale - No
Permit #5433 for:
Wooden Bird Feeders

Gramma's Baby Stuff

Gayle Parsons
Delta Junction 895-5251
gparsons@pobox.wildak.net
www.grammasbabystuff.com
Wholesale - No
Permit #5434 for:
Homemade Baby Items For
Babies Or Toddlers

The Palace Brewery at Alice's Champagne Palace

David Ritchie
Homer 235-7650
alicescp@yyz.net
Wholesale - No
Permit #5435 for:
Beer

Sounds Of Alaska

David Nicholls
Sitka 966-3313
soundsofalaska@yahoo.com
Wholesale - No
Permit #5436 for:
Music CD Of Business
Owner's Piano Music

**Morning Star
Cards & Crafts**
Emma Sparks

Delta Junction 895-4129

rgsparks@wildak.net
www.wildak.net/~rgsparks
Wholesale - No
Permit #5438 for:
Greeting Cards Hand Made And
Individually Signed By Life
Long Alaskan Artist And
Photographer Emma Sparks.
Featuring Original Photographs
Of Alaska Scenery,
Wildlife And Flowers
Permit #5439 for:
Handcrafted Wood Products
Custom Made To Your Order
By Utilizing Alaska Birch &
Diamond Willow As Well As
Exotic Woods From
Around The World

Designs-By-Patti

Patricia McAleenan
Anchorage 338-2008
sales@designs-by-patti.com
www.designs-by-patti.com
Wholesale - Yes
Permit #5440 for:
Handmade Lampwork Beads
Which Includes Bracelets,
Necklaces, Earrings
And Accessories

Alaskan Quality Products

Vern Wrightson
Anchorage 349-3252
wrightson@gci.net
Wholesale - No
Permit #5441 for:
Belt Buckles

Husky Lumber

Russell Barnes
Nikiski 776-6539
rbarnes1@gci.net
Wholesale - Yes
Permit #5442 for:
Lumber

Made In Alaska 2004 Workshop Schedule

Kodiak @ 1PM on Tuesday, Feb. 24th
Chamber of Commerce, 100 Marine Way

Mat-Su Valley @ 1PM on Wednesday, Feb. 25th
Lake Lucille Inn, 1300 West Lake Lucille Drive

Anchorage @ 8AM & 1PM **TWO SESSIONS**
on Thursday, Feb. 26th
BP Energy Center, 900 East Benson Boulevard

Juneau @ 1PM on Monday, Mar. 1st
Small Business Development Center,
3100 Channel Drive, Suite 306

Wrangell @ 8AM on Wednesday, Mar. 3rd
City Council Chambers, City Hall, 205 Brueger Street

Ketchikan @ 8AM on Thursday, Mar. 4th
Visitor's Bureau, 131 Front Street

Sitka @ 8AM on Friday, Mar. 5th
Harrigan Centennial Hall, 330 Harbor Drive

Homer @ 1PM on Tuesday, Mar. 9th
Chamber of Commerce, 135 Sterling Drive

Soldotna/Kenai @ 8AM on Wednesday, Mar. 10th
Mykels Restaurant, Soldotna Inn, 35041 Spur Hwy

Fairbanks @ 1PM on Thursday, Mar. 11th
Pike's Waterfront Lodge, 1850 Hoselton Road

PLEASE MAKE RESERVATIONS — CALL 272-5634



Made In Alaska
741 East 13th Avenue
Anchorage, AK 99501-4621
Phone 272-5634 Fax 272-5635

e-mail: madeinalaska@anchoragemarkets.com

Web site: <http://www.madeinalaska.org/mia>

Bill Webb, Program Manager/Agent
e-mail: bill@anchoragemarkets.com

Leeann Brewster, Program Administrator
e-mail: leeann@anchoragemarkets.com

Winter Hours 8AM to 12NN / 1PM to 4PM Weekdays

Free — POINT OF SALE ITEMS POSTERS, TENTS, DECALS

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in-store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

"LOOK FOR THE LABEL"

Name _____

Company _____

Address _____

City/State/Zip _____

Mail this form to Made In Alaska, 741 East 13th Avenue,
Anchorage, AK 99501-4621 or Fax 272-5635



Number	Item
	Decal — 6" x 6", Display (Sticky Back)
	Decal - 6' x 6" Door (Sticky Front) NEW
	Decal — 10" x 10" Truck (Sticky Back)
	Look for the Label Tents 3" x 5" folded
	Look for the Label Posters 8" x 10"
	Another AK Product Tent 2" x 3" folded
	Another Alaskan Product flat 3" x 4"
	Another Alaskan Product flat 4" x 9"

LABEL ORDER FORM

Return this form to Made In Alaska
741 East 13th Avenue, Anchorage, AK 99501-4621

Permit # _____

Name: _____

Address _____

City/Zip _____

**MAKE CHECKS PAYABLE TO
STATE OF ALASKA**

Roll Labels (Stickers) 1,000 roll	# Rolls or Bags	Cost Roll or Bag	Amount Due \$
Large Black & White		\$15.00	
Large Gold & Black		\$15.00	
Large Silver & Black		\$15.00	
Small Black & White		\$12.50	
Small Gold & Black		\$12.50	
Small Silver & Black		\$12.50	

Woven Cloth Labels Sold 50 Per Bag

Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount Due With Order \$ _____

MARCH CRAFTS REPORT FEATURES ALASKA



The March 2004 issue of *The Crafts Report* will be featuring a special report on crafts in Alaska as part of an overall Western regional section that will include coverage of Oregon, Washington, Idaho and Montana. Topics covered will include crafts that are popular in the region, marketing, craft shows and festivals, galleries and retail outlets, and profiles of some of the area's craft artists.

This issue of *The Crafts Report* will be distributed to buyers at 9 wholesale shows including the San Francisco International Gift Fair, ACC-Baltimore, Boston Gift Show, Market Square Valley Forge, Northwest Home Furnishing Show, Baltimore Wholesale Craft Show and Market Square New England Show.

ANCHORAGE AIRPORT NEWS STANDS

The Hudson Group operates the news shops at the Ted Stevens International Airport in Anchorage and they welcome inquiries from Made In Alaska permit holders. Contact Kristine Reitz, The Hudson Group, One Meadowlands Plaza, East Rutherford, NJ 07073. Her email address is kreitz@hudsongroup.com.

NEW FEDERAL GRANT PROGRAM

TREND is a new grant program to encourage and assist in taking new technologies to market. Part of the program's uniqueness is a "Phase 0 Grant" of up to \$5,000 to assist small businesses with their "Phase 1" grant application for up to \$100,000. "Phase 3" grants can be as high as \$750,000. Should your company have new technology that needs a market, contact Benjamin C. Linford, Director of Alaska Trend, 430 West 7th Avenue, Suite 110, Anchorage, AK 99501. His phone is 274-7232 in Anchorage or toll-free 800-478-7232 statewide. Email anbcl@uaa.alaska.edu. More information go to: web site <http://www.trendalaska.org>.



Made In Alaska
741 East 13th Avenue
Anchorage, AK 99501-4621

Presorted
Standard
U.S. Postage
PAID
Permit #93
Anchorage, AK